



## Bureau of Substance Abuse Services

# Prevention News

Summer 2007

Volume 1, Number 2

### In This Issue

- Announcements
- Focus on Community
- Epidemiology News
- Around The State
- Publication Highlight
- Upcoming Events



### Prevention Links

Massachusetts  
Clearinghouse

Regional Centers For  
Healthy Communities

Massachusetts Partnership  
For Healthy Communities

## Prevention Announcements

### Regional Centers for Healthy Communities Awarded

The Bureau is pleased to announce the six Regional Centers for Healthy Communities have all been re-awarded. Under the new contract additional resources have been added to support the centers to work with all BSAS funded communities and tobacco initiatives. The Centers continue to provide critical technical assistance to communities within their respective regions. Each center maintains a rich resource library with current books, videos, etc. **Check them out**

### Underage Drinking Campaign's "Theatre Trivia Questions"

Drivers under age 21 are twice as likely as other drivers to be involved in motor vehicle accidents in which alcohol is a factor. In response, the BSAS "Theatre Trivia Questions" were initiated in selected theatres statewide. This campaign educates young people about laws applicable to them, such as the BAC limits that are lower than for adult drivers. These five humorous question-and-answer trivia screens educate and remind the moviegoer of the nuances of Massachusetts' alcohol-related penalties. Legal policies and law enforcement have proven to be effective strategies in curbing the rate of young people driving under the influence.

### OxyContin Prevention Campaign Grows

BSAS has expanded the OxyContin Prevention Campaign by running ads in Spanish as well as English language newspapers. BSAS also facilitated the production of a culturally appropriate OxyContin Fact Sheet for Spanish-speaking parents and ran Radio ads in both English and Spanish. To learn more and get confidential help, parents may refer to the Massachusetts Substance Abuse Information and Education Helpline (1-800-327-5050). The Helpline translates calls in 140 different languages, sends parents and others packets of information, and makes referrals.

### Intensive Intervention Programs Now Offered Statewide

CASASTART is a community centered, school-based intensive intervention program designed to keep high-risk kids (ages 8-13) free of substance abuse and criminal involvement while improving grades and other school-related behavior (attendance, suspensions). It has also been shown to improve overall academic performance and climate at schools where implemented. CASASTART seeks to build resiliency in children, strengthen families and increase neighborhood safety. Programs currently exist and serve approximately 30 families in Quincy, Lynn, Holyoke, New Bedford and Fitchburg. In addition two programs have been recently established within the city of Boston, and one program in Winthrop.

## Treatment Links

Massachusetts Substance Abuse Information and Education HelpLine



## Find A Treatment Program

Mass-Support



## Contact Us

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## Focus on Community Success

*In Support of Evidence-based Programs and Practices*



### Server Training Policy Planned for Brockton

The Brockton CMCA (Communities Mobilizing for Change on Alcohol) is collaborating with members of Mayor Harrington's office, Brockton City Council, and Brockton License Commission to bring server training to Brockton. The *21 Proof Selling Smart - Best Practices for Reducing Underage Drinking* program is for owners and managers of non-pouring establishments and is recognized by the Liquor Liability Joint Underwriters Association of Massachusetts. The city is considering language for a local ordinance that would mandate server training.

**For more information**

### 100% Compliance Rates in Quincy

The Impact Quincy Coalition, in collaboration with the Quincy Police Department, reached 100% compliance rate last March 2007 and again on April 21, 2007. The first time, 42 establishments were checked (both, pouring and package) and the second time, 54 establishments were checked (both, pouring and package) and both times all establishments passed. A few years ago, results were different. In April 2002, for example, 26 package stores were surveyed and 4 failed. The Impact Quincy Coalition will continue its efforts to mobilize the community, foster local partnerships, and educate the public about the issue of underage drinking in order to promote meaningful environmental changes in the city.

**For information: Alejandro Rivera, (617) 471-8400, qncy@aol.com**

### West Bridgewater Massachusetts Passes Ban on Spykes

In April, selectmen from the town of West Bridgewater voted unanimously to ban the sale and consumption of Spykes in their town. They also are urging neighboring towns of East Bridgewater, Bridgewater, and Brockton to also ban Spykes. These drinks seem to be targeted to youth with light flavors, pocket-size packages, and high alcohol content. Anheuser-Busch, the brewer who makes this malt drink discontinued production in May, potentially in response to outcry from parents and communities. **For more on this story**

### Youth in Worcester Spark Tobacco Policy Legislation

HOPE Peer Leaders have been working with the City's Tobacco Control Program on a research project on tobacco advertising in Worcester for the past year. They learned that the majority of the 329 stores that sell tobacco in Worcester are located in neighborhoods with high percentage of low-income people, high percentage of people of color, and high percentage of people under the age of 18. Further, they found that many of these stores are in close proximity to schools.

Their research led Senator Edward M. Augustus, Jr. to file a bill SD 1690—An Act to Control Youth Access to Tobacco. This bill would work to reduce storefront advertising, increase fines to stores that are caught selling tobacco to individuals under 18 years of age, and promote the **MDPH Quitline**

The HOPE Coalition (Healthy Options for Prevention and Education) is a youth-adult partnership coalition created to reduce youth violence, substance use and promote adolescent mental health in the City of Worcester.

**More information: Laurie Ross, (508) 793-7642, LRoss@clarku.edu**



DPH Publications and Statistics

Statewide BRFSS Reports  
Behavioral Risk Factor  
Surveillance

Injury Prevention and Control  
Program

Check Out The New NREPP  
National Registry of  
Evidence-based Programs  
and Practices



## Epidemiology News



### Regional Health Status Reports

The Division of Research and Epidemiology provides health related information to the Bureau, the Department, other agencies, community groups, researchers, and the public.

**Regional Health Status Indicator Reports are now available online**



### MassCHIP Adding New Reports

MassCHIP, the Department of Public Health's online data query system, will soon be adding additional reports intended to support regional health planning efforts at the CHNA and EOHHS level, as well as the city level for the 7 over-sampled cities. There will be 5 report types in the series, general health status; health care access, risk factors and health behaviors, chronic illnesses and health screening. **Become a MASSCHIP user**



### Opioids: Trends in Massachusetts

This bulletin summarizes opioid-related fatal overdoses and nonfatal opioid-related cases that include dependence, abuse, and/or overdoses. Data are summarized by age group, sex, and race/ethnicity. Treatment data from the Department are also presented.

**For the full report**



## Around The State

### MADD Power Summit

As part of the broad Youth In Action (YIA) vision, the MADD Power Summit brings together youth and adults from across the Commonwealth to focus on issues related to underage drinking. Held at Clark University in Worcester, MA from June 25<sup>th</sup>-28<sup>th</sup>, this year's summit welcomed 95 hard-working youth and adults from 14 communities statewide who came together to learn and advocate for change. **For more information**





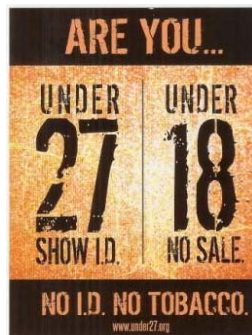
Massachusetts Trainings  
[www.neias.org/SATadcareMA.html](http://www.neias.org/SATadcareMA.html)



### Attorney General Martha Coakley announces Massachusetts to receive nearly \$1 Million as part of a Settlement with Purdue Pharma

These grants will complement the work of agencies in Massachusetts working on the implementation of the Department of Public Health's Strategic Plan, the Governor's Inter-Agency Task Group on Substance Use and Abuse and the efforts by the Massachusetts Department of Education. **For more information** <http://www.ago.state.ma.us/sp.cfm?pageid=986&id=1886>

## Publication Highlight



### Vendor Education Materials Released

The Massachusetts Tobacco Control Program has launched a new campaign, called Under 27/Under 18. The campaign is designed to increase awareness among retailers, their employees, and the general public about state and local tobacco sales laws. The campaign includes posters, decals, and educational packets for retailers and information cards for employees and customers. **For more information**

## Upcoming Events



### SSTAR 30<sup>th</sup> Anniversary

*Stanley Street Treatment and Resources*

September 27 & 28, 2007  
386 Stanley Street, Fall River, MA  
508/730-3313 [npaull@sstar.org](mailto:npaull@sstar.org)

### 20<sup>th</sup> Annual National Prevention Network Research Conference

Portland, Oregon  
September 16-19, 2007  
405/826-4011 [scarlson@ou.edu](mailto:scarlson@ou.edu)

### NEIAS Training Opportunity:

15<sup>th</sup> Annual New England School of Best Practices in Addiction Treatment  
August 20-23, 2007  
<http://www.neias.org/BP/BP07.html>

**Prevent • Treat • Recover • For Life**